

## **1. MASTER**

### **MASTER: Marketing association of Students for Talent and Effort Recognition**

A club of marketing students of MBA undertakes different marketing related activities. These activities enable the students to enhance their marketing skills which are essential to be successful in marketing field.

#### **Objectives:**

- 1) To provide a platform for showing the talent related to sales and marketing
- 2) To conduct various activities based on marketing which provide important inputs to student for their career in marketing.
- 3) To build a bridge between theory and practical knowledge about marketing
- 4) Championing the practice of marketing in building a better India
- 5) The purpose of Marketing Association is to gather the resources of students, faculty, alumni and expertise in marketing field and to build the careers of our students.
- 6) We educate, inspire and advise our community of the marketing so that together they foster the evolution of successful managers.

#### **MASTER 2014-15**

01/10/2014: Mr. B. S. Patil, SCM Head & Second Engineer, Wallem Ship Management Ltd., Hongkong inaugurated MASTER and he guided association members and other students on "International Marketing". He narrated his experience in Shipping Corporation while visiting various countries around the world.

Program followed by activities like Maddy, Best Sales Performance etc. Students participated a learned many things. Prizes were given to winners in activities.

#### **MASTER 2015-16**

13/08/2015: First association was formed. Inauguration was done by Faculty Co-coordinators and team of association members.

Later, various activities were organized by association members. Students have participated in AD MAD Show, Brand Quiz etc. This

created platform to learn from experiences. The entire rounds were judged by faculty members. Soon after the activities prizes were distributed for winner.

#### **MASTER 2016-17**

08/10/2016: Association of marketing specialization students was formed. Mr. Rajesh Tatikonda inaugurated the marketing students association. Various activities related marketing were conducted. Prizes were distributed at the end of the activities.

#### **MASTER 2017-18**

01/09/2017 Association of marketing specialization students was formed. Mr. Dhiraj Tiwadi Properitor, Annapurna Namkeen, Solapur inaugurated the marketing students association. Various activities related marketing were conducted. Prizes were distributed at the end of the activities.

#### **MASTER 2018-19**

Association of marketing specialization students was formed. Mr. Dhiraj Tiwadi Properitor, Annapurna Namkeen, Solapur inaugurated the marketing students association. Various activities related marketing were conducted. Prizes were distributed at the end of the activities.